

**THE EFFECTIVENESS OF PROMOTIONAL
ACTIVITIES MADE BY DANUS (M) SDN BHD**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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"DECLARATION OF ORIGINAL WORK"

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Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

A handwritten signature in black ink, appearing to be 'A. B. Hamzah', written over a horizontal line.

Date: 11 MAY 2007

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ABSTRACT

This project paper focuses on the use of promotional structures of marketing tools made by Danus (M) Sdn Bhd. These tools include advertising, public relation and publicity. Danus (M) Sdn Bhd use such promotional activities to provide the information to the clients/ customers and clients use them to obtain the information about the company. Therefore, the main objective of the study is to identify the effectiveness of promotional activities made by Danus (M) Sdn Bhd to attract business clients to use the products and services. Besides that, this study intends to identify the problems of Danus (M) Sdn Bhd facing and detect what kind of support that they need to become successful in their promotional activities. The objective of this research are to identify the significant relationship between advertising, public relation and sales promotion and promotional effectiveness and to determine the strength of Danus (M) Sdn Bhd regarding its promotional activities.

To ensure the success of this research, primary and secondary data collection method is applied. Primary data was gathered through 30 sets questionnaires that been distributed to the respondents, who are the clients of Danus (M) Sdn Bhd. While secondary data are gathered from various sources, which are internal and external secondary data and then using the SPSS program to process these data. The conclusions of this study are the outcome from the survey analysis, findings and recommendations given by the respondents. From the findings, it shows that public relation activity made by Danus has made the company to get its clients while Danus (M) Sdn Bhd has to improve advertising activities. Finally, the researcher hopes that all data information and knowledge will be able to help the Danus (M) Sdn Bhd to identify their strength and weaknesses and to try to improve their strategies in promotional activities.